REPORT RESUMES

ED 018 569 VT 001 386

ADVICE IN THE TEEN MAGAZINES.

BY- SIMPSON, ELIZABETH J.

PUB DATE 64

EDRS PRICE MF-$0.25 HC-$2.36 57P.

DESCRIPTORS- *YOUTH PROBLEMS, *PERIODICALS, SOCIAL DEVELOPMENT, *TEENAGERS, EMOTIONAL DEVELOPMENT, *CONTENT ANALYSIS,

THE PURPOSES OF THIS STUDY WERE TO DETERMINE (1) WHAT PROBLEMS THE ADVICE COLUMNS AND ARTICLES IN THE TEEN MAGAZINES PRESENT, (2) THE NATURE OF THE ADVICE GIVEN, (3) WHETHER THEY WERE DIRECTED PRIMARILY TOWARD GIRLS, BOYS, OR BOTH, AND (4) WHO THE AUTHORS ARE. OVER A 10-MONTH PERIOD, 84 ISSUES OF DIFFERENT TEEN MAGAZINES WERE EXAMINED BY USING A CONTENT ANALYSIS FORM. A LIST OF 55 PROBLEMS WAS DEVELOPED. INFORMATION WHICH WAS RELATED TO EIGHT PROBLEM AREAS WAS CATEGORIZED AND CHECKED BY ONE OR MORE ANALYSTS--(1) PERSONAL-SOCIAL AND EMOTIONAL DEVELOPMENT, (2) BOY-GIRL RELATIONSHIPS, COURTSHIPS, SEX, MARRIAGE, (3) PERSONAL APPEARANCE, (4) FAMILY LIVING, (5) PERSONAL STANDARDS, (6) PLANNING FOR THE FUTURE, (7) EMPLOYMENT, AND (8) SCHOOL. SOLUTIONS WERE OFFERED FOR 83.3 PERCENT OF THE PROBLEMS DISCUSSED. MOST OF THE 750 PROBLEMS MENTIONED WERE EASILY CLASSIFIED AS RELATING TO ONE OF THE GENERAL PROBLEM STATEMENTS. ADVICE FROM 204 ARTICLES OR COLUMNS WAS DIRECTED TOWARD GIRLS, FROM 12 TO BOYS ONLY, AND FROM 101 TO BOTH. ONE-THIRD OF THE ADVICE APPEARED IN QUESTION-ANSWER FORM AND TWO-THIRDS IN ARTICLES. SOME CONCLUSIONS WERE (1) THE TEEN MAGAZINE IS LARGELY CONCERNED WITH IMMEDIATE MATTERS OF PERSONAL-SOCIAL RELATIONS AND LESS WITH THE ADULT WORLD, (2) ADVICE IS FOR THE MOST PART IN TERMS OF SOCIALLY APPROVED NORMS, (3) IT IS OFTEN DIFFICULT TO ASCERTAIN AUTHORSHIP OF THE ARTICLES OR THE BASIS OF THE WRITERS' AUTHORITY, AND (4) SUBTLETIES DO NOT EXIST, AS MEANINGS ARE RATHER CLEAR. THE APPENDIX CONTAINS THE INSTRUMENT USED FOR ANALYSIS. (MS)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

ILLINOIS TEAC
OF HOME ECON

[illegible]

[illegible]

[illegible]

[illegible]

ADVICE IN THE TEEN MAGAZINES

Elizabeth J. Simpson, Associate Professor
Division of Home Economics Education
Department of Vocational-Technical Education
University of Illinois

Acknowledgements

The investigator hereby acknowledges the invaluable assistance of the following in carrying out her study of teen magazines of which the present report is only a small part: Dr. Louise Lemmon, Mrs. Ann Montgomery Gerteis, and Mrs. Vijayakumari Shanmugam, all of whom served at one time as research assistants on the project; and Dr. George Gerbner, Research Associate Professor, Institute of Communications Research, University of Illinois, and Dr. William P. McLure, Director of the Bureau of Educational Research, College of Education, University of Illinois, both of whom advised about the general design of the study and the instruments developed for use in the project.

"How to Get Along with Teachers" "Are your Parents Jealous of You?" "Can Teens Really Love?" "How to Break Up With Your Steady" "How You Can Be the Life of the Party" These are merely examples of the topics dealt with in the advice columns and articles of the twenty-five or so teenagers' magazines that find their way to the newsstands of the drugstores and super-markets across the country.

As one aspect of a larger study on images of the family in the teenagers' magazines, content analysis was done of the advice columns and articles that appeared in 85 issues of these magazines. These were all of the teenagers' magazines received by the local news agency in Champaign-Urbana, Illinois, during a ten-month period, September, 1960 through June, 1961. This news agency receives approximately 90 per cent of all magazines distributed nationally.

Certainly teenagers read many magazines not designated as teen magazines. However, in this study, only those magazines specifically directed toward teenagers were included.

The purposes were to find answers to the following questions:

1. With what problems do the advice columns and articles in the teen magazines deal?
2. What is the nature of the advice given?
3. Are these columns and articles directed primarily toward girls, boys, or both?
4. Who writes the advice columns and articles in the teen magazines?

That those interested in education for home and family living should be concerned with finding answers to these questions should go without saying. Even a cursory examination of the magazines reveals that the advice materials deal primarily with problems of personal development, family and social relationships, and personal appearance--areas of content dealt with in most programs of instruction aimed at the improvement of home and family life. In view of the circulation figures, it would appear that a large proportion of teenagers are exposed to the ideas contained in these advice columns and articles. For some teenagers, they may serve in a manner similar to the reference groups of home, school, and church. Hence, the problems dealt with and the advice given may be significant for some teens. And, the qualifications of those dispensing advice are matters for some concern!

Table 1 shows the magazines that were included in this study, the number of issues analyzed, and the number of advice columns and articles in each.

The teen magazine is a fairly recent phenomenon in the world of journalism. Approximately 25 different titles appeared on the market between September 1, 1960 and March 29, 1961. Several of these were in the first year of publication. The following data from the editors give some idea of the distribution of these publications:

Seventeen -- 1,146,931 copies of the March, 1960 issue distributed in the United States; 55,904 in Canada.

Calling All Girls -- Circulation over 300,000. Primarily read by 9-12 year-old girls, with rural readers outnumbering urbanites by two or three to one.

'Teen -- Circulation, 700,000, with girls making up 75% of the readers and boys, 25%. Primarily appeals to younger high school age. Proportion of rural and urban readers almost equal.

Ingenue -- Circulation, over 400,000. Directed almost entirely to girl readers, about 80% in urban centers. After eleven or twelve issues were published, the median age of readers was thought to be about 16 years.

Dig -- Circulation, 267,000, about 55% girl readers and 45% boys. Median age of readers is 16.

Teens Today -- Circulation, 250,000. 95% of the readers are girls, only 5% boys. Urban and rural readership are about equal. The mean age of readers is 16.

Circulation data were not available for all of the teen magazines. A number made a first appearance on the market during the period covered by the study and distribution figures for one issue only either were unobtainable or did not seem very significant.

Of interest is the fact that the "advice" materials were concentrated rather heavily in some five or six magazines, whereas five of the publications studied carried none. One "one-shot" magazine, 1000 Hints for

TABLE 1

TEEN MAGAZINES INCLUDED IN A STUDY OF ADVICE COLUMNS AND ARTICLES AND THE NUMBER OF SUCH MATERIALS APPEARING IN EACH

Titles	Number of Issues	Number of Advice Columns and Articles
Calling All Girls	9	3
Datebook	5	42
Dig	6	11
Flip	1	3
Ingenue	8	62
Juke Box Stars	1	1
Popular Teen	1	None
Record Hop Stars	1	None
Seventeen	10	37
16 Magazines	5	11
'Teen	9	41
Teen Digest	1	8
Teen Parade	2	10
Teens Today	5	14
Teen World	5	30
Teenville	2	None
Hollywood Teenagers	1	None
Modern Teen	1	2
Teen Romances[2]	1	6
Teen Screen	5	6
Movie Teen	1	2
Young and Beautiful	1	3
Teens - 1000 Hints for Teens[1]	1	22
My Bandstand Buddies[1]	1	None
Teenews	1	3
Totals	84	317

[1] "One-shot" magazines. Only one issue is published. Frequently these are undated and may appear on the newsstands for a period of several months.

[2] After one issue, publication of this magazine was discontinued.

Teens,[1] which has also appeared under the title On Becoming a Woman in a pocketbook edition, carried 22 articles offering advice to teenagers.

The letters to the editors were of particular interest, for, presumably, they state the teenager's problems in his or her own words. In the February, 1961 Datebook,[2] teenagers asked about boy-girl relations:

> "The boy I like goes for gay, witty, and talkative girls. I happen to be the shy quiet type. I do contribute to the conversation, but I prefer to keep quiet and listen to what others have to say. Do you think I should try to change my personality so that I can get this boy?"
>
> "I like Joe very much and I think he likes me. The other day a friend of mine asked Joe how he feels about me, and Joe said he likes to keep me guessing. What do I do now?"

The June, 1961 Dig, on its Problems page by Patricia Paul,[3] dealt with problems of relationships and grooming. A girl wrote:

> "Could you please recommend an exercise that will help me get rid of some of the fat on my cheeks. Please print this as soon as possible since I need to get rid of the fat by a certain time."
>
> "My problem is probably shared by boys all over the world, I don't know what kind or style of clothes and haircuts girls like best on boys. Could you please tell me what girls like and dislike?"

Questions regarding popularity abound. Writing to "Dear Barbara"[4] in the February, 1961 16 Magazine, one teenager stated her problem:

> "I am having trouble being popular with my friends. They just don't care if I'm alive or not."

In the same column, two teenagers mentioned problems related to parents:

> "I've got Mom trouble! I am in love with a boy of 18. Because of our ages (I'm 16), Mom says it's only puppy love, a childish crush. I know she's wrong, for I've dated other boys to test my love for Mike.... Help me make her understand that Mike and I love each other and should be allowed to see one another."

---

[1] 1000 Hints for Teens, Dell Publishing Co., Inc., New York, New York

[2] Barton, Terl, "Date-Lines," Datebook, February, 1961, p. 7.

[3] Paul, Patricia, "Problems," Dig, June, 1961, p. 58.

[4] Hearn, Barbara, "Barbara's Corner," 16 Magazine, February, 1961, p. 58-59.

> "I'm in a fix! Last night I left my new glasses on the porch railing and my boy friend sat on them, and the lenses were broken. My folks are poor and will be furious! Do I dare tell them?"

In discussing the teen-type magazine, Brown[5] called special attention to the letters that make up a large part of a number of the magazines. He stated that:

> "Just as the true-story type of magazine arose to cater to the newly literate public some forty years ago, so the teen-type magazine has arisen in the last decade to cater to the high school public that can write, at least write letters. These new magazines vary slightly with respect to the age of the target public and with respect to intensity and 'kookiness,' but they all include fan club departments and pen-pal departments. And they all include dozens of letters. The major problems of readers are shyness, weight, and skin condition. The major preoccupation is with relations with the other sex. ...The portrait of teenagers which they themselves paint in their letters is shown to be correct; it corresponds almost exactly with the picture which a national survey assembled on the basis of years of questioning teen-agers...."

Procedures

In order to ascertain the kind of problems dealt with in the advice columns and articles, a content analysis form was developed. This was submitted to a specialist in research methodology and a specialist in content analysis methods. Their suggestions were incorporated in a revision of the form. The instrument was used on a trial basis after which a few revisions were made. The final form appears in the appendix.

The Content Analysis Form

The instrument provides space for the analyst's name and the date when the analysis of a particular column or article was completed. Space is also provided for the title of the article or column; the author, if any is given; designation of the magazine; and the date of publication.

A list of 55 problems is given. Analysts were directed to place a 1 beside the number if the problem definitely was dealt with and advice given for its solution, and to place a 2 beside the number if the problem was only mentioned or suggested and no solution was given. Otherwise, they were directed to leave the space blank.

---

[5] Brown, Charles H., "Self-Portrait: The Teen-Type Magazine," The Annals of the American Academy of Political and Social Science, Vol. 338, November, 1961, p. 13.

Analysts were further directed to briefly state the advice given; to indicate the form of the material--whether a column with questions and answers or an article; and the sex toward whom the advice was primarily directed.

Use of the Instrument

In the beginning, two and sometimes three, analysts read the advice columns and articles in the magazines and marked the appropriate forms. Comparisons of their markings from time to time indicated such complete agreement as to make it apparent that the content was clearly manifest and that having more than one analyst for a given article or column was unnecessary. Therefore, approximately two-thirds of the 317 columns and articles were analyzed by only one person; approximately one-third were analyzed by two or three persons.

Treatment of Data

After the analyses of the columns and articles were completed, each form was given a serial number and code numbers were established for certain information. The authors were coded as follows: (0) no author given, (1) well-known personality, but not recognized authority in field of advice given, (2) well-known authority in field of advice given, and (3) name stated but qualifications unknown. A code number was given for the title of the magazine; the date of publication; the form in which the advice material was presented--whether in a column or an article; the sex toward whom advice was directed--girls, boys, or both; and the person who served as analyst. This last was added as a precaution in case it became necessary to recheck a given article or column.

The preceding information was punched on International Business Machines cards. In addition, the marking for each of the 55 problems was indicated. Cards were sorted on the basis of magazine titles and the number and percentage of each of the problems for which a solution was given and the number and percentage of each problem mentioned but for which no solution was given were computed. This information was incorporated in tables with the problems grouped in eight problem area categories, as follows: (1) personal-social and emotional development, (2) boy-girl relationships; courtship; sex; marriage, (3) personal appearance, (4) family living, (5) personal standards, (6) planning for the future, (7) employment, and (8) school.

Cards were also sorted on the basis of the form in which the advice material was presented, whether question-and-answer advice column or advice article, and the number and percentage of each form computed for the advice material in each of the twenty-six titles. This information appears in tabular form.

The sex of the persons toward whom advice columns and articles were directed--girls or boys or both--was the basis for one sorting of the IBM cards. The number and percentage of advice columns and articles for each of the three categories was computed for each of the magazine titles.

The number and percentage of each of the categories of authorship was computed for the advice columns and articles appearing in each of the magazines. This information is presented in tabular form.

Problems in the Teen Magazines Compared with those Revealed by Studies of Teenagers Problems

In order to draw some conclusions regarding the relationship between problems dealt with in the teen magazines and those revealed by studies of the problems recognized by teenagers, a survey of selected literature dealing with such studies was conducted. A discussion of the findings is presented.

Analysis and Discussion of Findings

Three hundred and seventeen advice columns and articles appeared in the 84 magazines included in the study. In these columns and articles, 750 problems were discussed; solutions were offered for 629 or 83.8 per cent. Other problems were merely mentioned, but no solution offered.

Although 750 specific problems were mentioned, most were easily classified as relating to one of 49 general problem statements. Six of the problems included in the original questionnaire were not found in the teen magazines. Table 2 lists all 49 problem statements in rank order from those most frequently mentioned with solution given to those least frequently mentioned with a solution given.

The 49 problem statements were further classified in eight problem-area categories. Table 3 shows the number and per cent of the 750 problems in each category for which a solution was given and the number and per cent for which no solution was offered.

Clearly, the teen magazine is largely concerned with immediate matters of personal-social relations, less with the broader problems of the adult world. Occasionally there is a glimmer of concern about larger social problems as seen in rare articles on such subjects as the United Nations or the national employment situation.

A look at the data regarding the sex toward whom advice in the teen magazines is directed may be helpful in interpreting the findings regarding problems discussed.

Sex of Persons Toward Whom Advice in the Teen Magazines is Directed

In approximately two-thirds of the 317 question-and-answer columns and advice articles in the study, the advice was clearly directed toward one sex. Two hundred and four of the columns and articles were directed toward girls and only twelve toward boys. One hundred and one were manifestly directed toward both sexes. Table 4 shows the number and proportion of the advice columns and articles directed toward boys, girls, or both sexes in the 20 magazines in the study that carried such materials.

TABLE 2

FORTY-NINE PROBLEMS IN RANK ORDER FROM THOSE MENTIONED MOST FREQUENTLY (WITH SOLUTION) TO THOSE MENTIONED LEAST FREQUENTLY, IN 317 ADVICE COLUMNS AND ARTICLES

Problem	Problem Mentioned, Solution Given		Problem Mentioned, No Solution Given	
	N	%	N	%
Controlling emotions and growing up emotionally	75	23.6	18	5.6
Improving physical appearance	67	21.1	10	3.1
Getting along with parents	48	15.1	12	3.7
Meeting and appealing to members of the opposite sex	45	14.1	7	2.1
Improving personality, becoming more popular, more charming, or more interesting	44	13.8	14	4.4
Behavior (or manners) on social occasions, as parties, dances, etc.	37	11.6	4	1.2
Behavior on dates	23	7.2	9	2.8
Necking, petting, "making out" on dates	20	6.3	8	2.5
Keeping members of the opposite sex interested	19	5.9	7	2.2
Going steady	19	5.9	2	.6
Getting dates	20	6.3	2	.6
Knowing where to go for help with personal and vocational problems	14	4.4	3	.9
Health	15	4.7	1	.3
Military service	15	4.7	3	.9
Information on schools and careers	14	4.4	0	0.0
"Breaking off" with a boy friend, girl friend	8	2.5	3	.9

Table 2 (Continued)

Problem	Problem Mentioned, Solution Given N	Problem Mentioned, Solution Given %	Problem Mentioned, No Solution Given N	Problem Mentioned, No Solution Given %
Gaining more freedom	6	1.8	3	.9
Getting married	7	2.2	2	.6
Dressing more attractively	4	1.2	7	2.2
Having a "crush" on an older person	5	1.5	0	0.0
Behavior on job	4	1.2	0	0.0
Observing safety rules	4	1.2	0	0.0
Understanding physical changes of puberty	4	1.3	1	.3
Finding a hobby or other recreational interest	3	.9	2	.6
Ways to earn and handle money	3	.9	0	0.0
Drinking	3	.9	2	.6
Smoking	3	.9	0	0.0
Lying to parents or others; stealing	3	.9	0	0.0
Cheating in school	3	.9	0	0.0
Getting a bad reputation	3	.9	2	.6
Pre-marital sexual intercourse	3	.9	1	.3
Blind dates	3	.9	1	.3
Improving status	2	.6	1	.3
"Picking up" members of opposite sex	2	.6	0	0.0
What to do if you don't have a boy friend (girl friend)	2	.6	2	.6
Deciding on an occupation	2	.6	2	.6
What time to get in at night	2	.6	0	0.0

Table 2 (Continued)

Problem	Problem Mentioned, Solution Given		Problem Mentioned, No Solution Given	
	N	%	N	%
Using the TV, radio, or telephone	2	.6	0	0.0
Feeling ashamed of home or family	2	.6	0	0.0
Position in family	2	.6	0	0.0
Having difficulties with teachers or school administrators	1	.3	2	.6
Taking habit-forming drugs	1	.3	1	.3
Using the family (or own) automobile	1	.3	1	.3
Finding Privacy	1	.3	0	0.0
Achieving scholastically or obtaining a scholarship	1	.3	3	.9
Living alone in a big city	1	.3	0	0.0
Daydreaming a great deal	0	0.0	1	.3
Religion	0	0.0	1	.3
Punishment by parents, teachers, or others	0	0.0	1	.3

TABLE 3

PROBLEM-AREA CLASSIFICATION OF 750 PROBLEMS, WITH AND WITHOUT SOLUTIONS, MENTIONED IN 84 TEEN MAGAZINES

Problem areas	Solution to Problem given (629 problems)		Problem mentioned, No solution given (121 problems)	
	N	%	N	%
Personal-Social and Emotional Development	215	34	29	24
Boy-Girl Relationships; Courtship; Sex; Marriage	193	31	38	31
Family Living	77	12	12	10
Personal Appearance	76	12	14	11
Planning for Future	33	5	8	7
Personal Standards	22	4	16	13
Employment	7	1	2	2
School	6	1	2	2
Totals	629	100	121	100

TABLE 4

NUMBER AND PROPORTION OF 317 ADVICE COLUMNS AND ARTICLES DIRECTED TOWARD GIRLS, BOYS, OR BOTH SEXES IN TWENTY TEEN MAGAZINES

Sex Toward Whom Advice is Directed		Magazine Titles									
		Calling All Girls (9)*	Date-Book (5)*	Dig (6)*	Flip (1)*	Ingenue (8)*	Juke Box Star (1)*	Seven-teen (10)*	16 Magazine (5)*	Teen (9)*	Teen Digest (1)*
Girls	N	2	28	5	2	40	0	27	8	23	4
	%	67	67	45	67	65	0	73	73	56	50
Boys	N	0	0	1	0	1	1	0	0	2	1
	%	0	0	9	0	1	100	0	0	5	12.5
Both Boys and Girls	N	1	14	5	1	21	0	10	3	16	3
	%	33	33	45	33	34	0	27	27	39	37.5
Totals	N	3	42	11	3	62	1	37	11	41	8
	%	100	100	99	100	100	100	100	100	100	100

*Number of issues in study.

Table 4 (Continued)

Sex Toward Whom Advice is Directed		Magazine Titles									
		Teen Parade (2)*	Teen Today (5)*	Teen World (5)*	Modern Teen (1)*	Teen Romances (1)*	Teen Screen (5)*	Movie Teen (1)*	Young and Beautiful (1)*	Teens (1)*	Teenews (1)*
Girls	N	7	9	24	0	1	2	1	3	18	0
	%	70	64	80	0	17	33	50	100	82	0
Boys	N	1	1	1	0	0	0	0	0	0	3
	%	10	7	3	0	0	0	0	0	0	100
Both Boys and Girls	N	2	4	5	2	5	4	1	0	4	0
	%	20	29	17	100	83	67	50	0	18	0
Totals	N	10	14	30	2	6	6	2	3	22	3
	%	100	100	100	100	100	100	100	100	100	100

*Number of issues in study.

In view of what is known about the differences between adolescent girls and boys, it is not surprising that the advice columns and articles in the teen magazines are primarily directed toward girls. With few exceptions, these materials deal with personal development and interpersonal relationships, and, according to Gesell, Ilg, and Ames:

> "Girls are more interested in the person, in social relationships; boys are more interested in objective reality, in mechanics, science and engineering, sports...difference is plainly exhibited in magazine reading, boys electing sports and science; girls, fashion and romance.... At every age they (girls) express more planfulness about marriage than do boys and give more deliberate consideration to the personality traits of a potential spouse. They seem to have a 'typically feminine' cast of mind, quite apart from their degree of mental ability, which makes them more sensitive to moral and personal issues. In our group, girls proved to be earlier and more articulate than boys in making ethical distinctions between right and wrong. They seem more 'knowing' in sizing up and responding to the implications of life and conduct."[6]

Also of some interest is the form in which the advice in the teen magazines appears. The two forms used are discussed in the following section.

Forms Used in Giving Advice in Teen Magazines

Advice materials in the teen magazines appeared in two forms, question-and-answer columns dealing with a variety of problems, and articles, usually concerned with one problem or several related problems. Of the 317 columns and articles in the study, one-third was in the question-and-answer column form and two-thirds in the form of articles. Table 5 shows the number and proportion of each form used in the materials appearing in each of the 20 magazines that contained advice to teens.

Brown[7] quoted a mother's letter to Modern Teen, in which she complained that the teen magazines encourage teenagers to write letters when they should be engaged in school work or other chores. In commenting on her complaint and the teenagers' penchant for letter writing, he stated that:

> "The complaint that teen-type magazines encourage teen-agers to write letters is well taken. The epistolary art may have

---

[6] Gesell, Arnold; Ilg, Frances L.; and Ames, Louise Bates, Youth, The Years from Ten to Sixteen, Harper and Brothers, New York, New York, 1956, p. 28.

[7] Brown, Charles, H., "Self-Portrait: The Teen-Type Magazines," The Annals of the American Academy of Political and Social Science, Teen-Age Culture, Volume 338, November, 1961, pp. 15 and 16.

TABLE 5

NUMBER AND PROPORTION OF 317 ADVICE COLUMNS AND ARTICLES IN QUESTION-AND-ANSWER AND ARTICLE FORM IN 20 TEEN MAGAZINES

		Magazine Titles									
Form of Advice Materials		Calling All Girls (9)*	Date Book (5)*	Dig (6)*	Flip (1)*	Ingenue (8)*	Juke Box Star (1)*	Seven-teen (10)*	16 Magazine (5)*	Teen (9)*	Teen Digest (1)*
Question-and-Answer Columns	N	0	12	7	1	15	1	14	5	28	1
	%	0	29	64	33	24	100	38	45	68	12.5
Advice Articles	N	3	30	4	2	47	0	23	6	13	7
	%	100	71	36	67	76	0	62	55	32	87.5
Totals	N	3	42	11	3	62	1	37	11	41	8
	%	100	100	100	100	100	100	100	100	100	100

*No. of issues of magazines in study.

Table 5 (Continued)

Form of Advice Materials		Teen Parade (2)*	Teen Today (5)*	Teen World (5)*	Modern Teen (1)*	Teen Romances (1)*	Teen Screen (5)*	Movie Teen (1)*	Young and Beautiful (1)*	Teens (1)*	Teenews (1)*
		Magazine Titles									
Question-and-Answer Columns	N	3	4	6	1	0	5	1	0	2	0
	%	30	29	20	50	0	83	50	0	9	0
Advice Articles	N	7	10	24	1	6	1	1	3	20	3
	%	70	71	80	50	100	17	50	100	91	100
Totals	N	10	14	30	2	6	6	2	3	22	3
	%	100	100	100	100	100	100	100	100	100	100

*Number of issues of magazines in study.

> become extinct but not the practice of writing letters. Not even Pamela of Samuel Richardson's novel was more assiduous at her correspondence than the modern teen-ager, both boy and girl. They write and write and write--to the editors, to departmental editors, to their idols, and to one another. It seems not to make much difference to whom the letters are written. The contents are very similar. They write about themselves.
>
> "They write about their personal problems, self-revealing letters that would be laughable if they were not so often pathetic. The rock-and-roll generation may seem to be made up of precocious youngsters, all-knowing in the protocal of social living and affairs of the heart, but letters published by the score reveal their uncertainties and areas of ignorance."

Brown pointed out that the articles in the teen magazines are vehicles for advice on standard questions.[8] Subjects dealt with in the 317 articles in this study included, among others: steady dating, how to be popular, growing up emotionally, and improving personal appearance.

Following is a discussion of the findings regarding the problems in each of the eight categories.

Problems in Area of Personal-Social and Emotional Development

Table 6 shows the number and percentage of the 317 advice columns and articles dealing with and those not mentioning problems in the area of personal-social and emotional development in the teen magazines. The number and proportion of problems for which a solution is given and the number and proportion for which no solution is given are also presented.

In total, problems dealing with personal-social and emotional development were mentioned 241 times in the teen magazines surveyed. In 197 instances, solutions to the problems were suggested. In 44 cases, the problem was merely mentioned.

Controlling Emotions and Growing Up Emotionally

Of those problems discussed in the teen magazines, "controlling emotions and growing up emotionally" was the one most frequently discussed with suggested solutions. Ninety-three of the 317 advice columns or articles dealt with this problem. In 75, possible solutions were given.

---

[8] Ibid., p. 17.

TABLE 6

NUMBER AND PERCENTAGE OF 317 ADVICE COLUMNS AND ARTICLES DEALING WITH PERSONAL-SOCIAL AND EMOTIONAL DEVELOPMENT IN THE TEENAGERS' MAGAZINES

Problems	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Controlling emotions and growing up emotionally	75	23.6	18	5.6	224	70.6	317	100
Improving personality, becoming more popular, more charming, or more interesting	44	13.8	14	4.4	259	81.7	317	100
Behavior (or manners) on social occasions, as parties, dances, etc.	37	11.6	4	1.2	276	87.0	317	100
Health	15	4.7	1	.3	301	94.9	317	100
Knowing where to go for help with personal and vocational problems	14	4.4	3	.9	300	94.6	317	100
Having a "crush" on an older person	5	1.5	0	0.0	312	98.4	317	100
Understanding physical changes of puberty	4	1.3	1	.3	312	98.4	317	100
Finding a hobby or other recreational interest	3	.9	2	.6	312	98.4	317	100
Daydreaming a great deal	0	0.0	1	.3	316	99.7	317	100

Specific problems categorized as relating to controlling emotions and growing up emotionally included: understanding "growing up"; learning to be "a woman"; understanding how to become independent emotionally; how to deal with jealousy; how to know whether it's love; how to get over being shy, especially around boys; clinging to friends too much; changing from a tom-boy to a lady; how to "find oneself"; conquering fears; and learning to express thoughts to loved ones.

Through questionnaires and interviews, social scientists at Purdue University have been studying the expressed problems of the American teenager since 1941. Their findings based on a sample of 1225 boys and 1275 girls have been summarized in The American Teenager by H. H. Remmers and D. H. Radler.[9] According to their report, teenagers have expressed concern about the following problems which seem at least somewhat related to the general problem of "controlling emotions and growing up emotionally."

Problem	Percent Expressing Concern
Get stage fright before a group	53
Do things I later regret	41
Feelings easily hurt Boys 19, Girls	29
Trying to get rid of an undesirable habit	29
Afraid of making mistakes	26
Unsure of myself	23
Must learn to "keep my head"	22
Often feel lonesome	22
Afraid of failure or humiliation	20
Wonder if I am normal in way my mind works	15
Feel "blue" much of the time	10

In reporting on characteristics of youth, ages 10-16, Gesell and Ilg[10] state that:

> "An adult is regarded as being emotionally mature when he can manage his own affairs in a responsible manner and can take adequate account of the attitudes and responsibilities of other persons. Presumably this degree of maturity may be achieved with the twenties, although it is significantly prefigured at the sixteen-year level. In no small measure, the youth from ten to sixteen is engaged in the many-sided task of achieving emotional maturity under guidance and by self-education."

---

[9] Remmers, H, H. and D. H. Radler, The American Teenager, Bobbs Merrill, New York, New York, 1957.

[10] Gesell, Arnold; Frances L. Ilg, and Louise Bates Ames, Youth, The Years From Ten to Sixteen, Harper and Brothers, New York, 1956, p. 335.

It seems apparent that problems of growing up emotionally are of much concern to teenagers. It is not surprising that questions and problems related to this were discussed in nearly 30 percent of the advice columns and articles in the teen magazines.

The advice given in relation to problems of growing up emotionally was simple and specific. For example, a boy stated that he was worried because he had fallen in love many times; he was told that he was "just immature and that he shouldn't consider marriage until he was grown up." A girl wanted to know how to become more poised and confident and less shy. She was advised to: breathe deeply before you begin to talk; say anything you are thinking; act poised; and circulate at parties. One article gave the following advice for "finding the true you":

Seek outside help in dealing with parents and school problems
Don't assume that others are always right
Learn to rely on your own judgment
Don't worry about mistakes
Have realistic goals
Determine whether your crowd is really good for you
Don't give up realistic goals because of one failure
Don't be afraid to stick up for yourself
Decide what is best for you.

Asked, "How do you know when it's love?" one column writer answered, "When you still have warm feelings even though you know all his faults." For the most part, answers to questions were extreme oversimplications; however, if such materials are included in the magazines at all, this is probably all that is possible because of space limitations and the meager information about the letter-writer.

Improving Personality, Becoming More Popular, More Charming, or More Interesting

Fifty-eight or approximately 18 per cent of the 317 advice columns and articles in the teen magazines surveyed dealt with the problem of "improving personality, becoming more popular, more charming, or more interesting." Of this number, 44 suggested ways of achieving this objective.

Specific problems included in this category included: how to gain poise and charm; how to get over an inferiority complex; how to make friends; how to overcome being a wallflower; how to become friendlier; how to become popular; how to avoid being left out of things; and whether a girl should change her personality for a boy. Some of the suggestions made for solving these problems were: dress and act like a lady; don't feel sorry for yourself; instead of saying something silly, smile and say nothing; don't try too hard; present a comfortable image; and stop being things boys don't like--displaying affection in public, tidying him up after he has spent two hours dressing.

It is of interest that Remmers[11] found that 42 per cent of the high school students responding to the Purdue Opinion Poll stated that a problem was "wishing I were more popular." Twenty-two per cent felt "left out of things other kids do."[12] Twenty-one per cent stated that "things to talk about in a group" was a problem.[13]

Behavior (or Manners) on Social Occasions, as Parties, Dances, Etc.

"Behavior on social occasions" is a problem area with which 41 or approximately 13 per cent of the 317 advice columns and articles dealt. Specifically, some of the problems were:

How to start a conversation with boys and their parents
What to wear and how to act on a church date
What gifts are appropriate for boy friends, girl friends
How and when to shake hands
Who hangs up the telephone first, the boy or the girl
What rules to follow when making a date for a party
Can a boy be asked to a party without his steady
How to show courtesy to older people
How to behave at a conference or convention
How to act on a double date

Most of the problems related to behavior on social occasions were concerned either directly or indirectly with boy-girl relationships. Without exception, the advice given was in general agreement with what is offered in the sections of the home economics textbooks dealing with social relationships and dating behavior and in the popular etiquette books. Frequently answers were simply a terse "yes" or "no" with little explanation.

Remmers[14] found that 25 per cent of the young people responding to the Purdue Opinion Poll stated that they were "ill at ease at social affairs." In view of this finding, it does not seem surprising that a number of the teen magazine articles and columns dealt with this or related problems.

Health

Problems related to health were discussed in 16, or approximately five per cent, of the 317 advice columns and articles. Girls asked about having teeth straightened; here the emphasis was probably on personal appearance rather than health per se. Skin problems and problems of weight were also mentioned.

---

[11] Remmers and Radler, op. cit., p. 85.

[12] Ibid., p. 84.

[13] Ibid., p. 85.

[14] Remmers and Radler, Ibid., p. 80.

In most cases teens with health problems were advised to seek the advice of a physician. Several inquired about menstrual difficulties and were advised to "cut down on salt intake, follow the rules of good health, and see a physician for severe cramps or a delay of more than two weeks in a menstrual period." In every instance, considerable caution was exercised in relation to the advice given.

In his surveys of teen problems, Remmers[15] found that the teenagers expressed concern about the following problems related to health. It would seem apparent that many of the health problems of teenagers are related to an attractive appearance and to relationships with peers.

Problems	Percent Expressing Concern
Want to gain (or lose) weight	52
Want to get rid of pimples	33
Nervous	27
Teeth need attention	16
Don't get enough sleep	15
Get tired easily	13
Want to know about venereal diseases	13
Have frequent headaches	12
Have frequent colds	12
Can't sleep at night	8
Don't get enough exercise	8
Stomach is easily upset	7
Worry about my health	7
Muscles are poorly developed	6
Sometimes feel faint	6
Have no appetite	4
Don't hear very well	4

Knowing Where to Go for Help with Personal and Vocational Problems

Seventeen, or about five per cent, of the articles and columns were concerned with the problem of "knowing where to go for help with personal and vocational problems." Specific questions dealt with sources of information about the facts of life, problems of illness and the type of occupation for which the teenager was best suited. The answers given were quite general. However, in one instance several booklets that might provide answers to the teenager's questions were listed. It is of interest that Remmers,[16] in his studies of teenagers' problems, found that 19 per cent of the boys and 29 per cent of the girls marked as a problem, "want to discuss my personal problems."

---

[15] Remmers and Radler, Ibid., pp. 80-82.

Having a "Crush" on an Older Person

Only five of the 317 advice columns or articles dealt with the problem of "having a 'crush' on an older person." Two were concerned with a teenage girl's crush on an "older" popular singer. The teenagers were advised that they were "just going through a phase" and that they should understand that their "dreams would never be fulfilled." One teenager who felt that she was in love with her English teacher was advised simply "to forget him." One article stated that "teenage crushes are normal, but don't indulge too long." "Have 'crush' on older person" was one of the problems listed in the Purdue Opinion Poll[17]; four per cent of the boys and 13 per cent of the girls indicated that this was a problem.

Understanding Physical Changes of Puberty

The specific problems in the category, "understanding physical changes of puberty," were: how to deal with premenstrual blues, how to face the unhappy fact that one is a "late-maturer," and how to deal with the feelings aroused by being around members of the opposite sex. In respect to the first problem, teenagers were advised to: see a doctor, occupy themselves, and have a heart-to-heart talk with mother. The youngster concerned about late-maturing was advised to act natural and join groups so she could meet and talk with boys. A teenager who stated that "boys excite me too easily" was advised to be careful but not afraid.

In his studies of teenagers expressed problems, Remmers[18] found that 13 per cent worried about the question, "Am I normal in my sexual development?" Fifteen per cent of the boys and eleven per cent of the girls indicated concern.

A number of the problems in the present study categorized as "health" problems or those of "growing up emotionally" are undoubtedly related to the problem of "understanding the physical changes of puberty." Taken in total, these indicate considerable attention to aspects of physical development in the teen magazines.

---

[16] Remmers and Radler, Ibid., p. 81.

[17] Remmers and Radler, Ibid., p. 81.

[18] Remmers and Radler, Ibid., p. 85.

Other Problems in the Area of Personal-Social and Emotional Development

"Finding a hobby or other recreational interest" was specifically discussed in only five of the advice columns and articles. However, consideration was given to a number of related problems--planning parties, dating activities, and use of the family television set and the family telephone.

"Daydreaming a great deal" was mentioned in only one article. Therefore, it is of particular interest that Remmers[19] found that 35 per cent of the young people whose problems he studied indicated that "can't help day dreaming" was a problem. Twenty-nine per cent of the boys and 41 per cent of the girls marked this problem. In studying youth from ten to sixteen, Gesell[20] found that daydreaming was a common activity, with some sex differences apparent in the later years. Girls tended to daydream about boys and romance, whereas boys were inclined to daydream about cars or to simply "think things over."

Problems in Area of Boy-Girl Relationships; Courtship; Sex; Marriage

In the 317 advice columns and articles in the teen magazines, problems in the areas of boy-girl relationships, courtship, sex, and marriage were mentioned 218 times. In 172 instances, answers to the problems were given. Table 7 shows the problems included in this general category, the number and per cent of articles in which a solution to the problem was suggested, the number and per cent in which the problem was mentioned without a solution, and the number and per cent of the articles in which the problem was not considered.

Meeting and Appealing to Members of the Opposite Sex, Keeping Them Interested, and "What to Do if You Don't Have a Boy Friend (Girl Friend)

Three of the 52 general problems dealt with in the advice columns and articles were concerned with finding and keeping friends of the opposite sex. These were: meeting and appealing to members of the opposite sex, mentioned in about 16 per cent of the advice materials; keeping members of the opposite sex interested, mentioned in eight per cent of the instances; and what to do if you don't have a boy friend (girl friend), considered in slightly more than one per cent of the articles and columns.

A number of the problems were concerned with what a boy likes in a girl and what a girl likes in a boy. A typical article on this subject

---

[19] Remmers and Radler, Ibid., p. 80.

[20] Gesell, Ilg, and Ames, Op. cit.

TABLE 7

NUMBER AND PERCENTAGE OF 317 ADVICE COLUMNS AND ARTICLES DEALING WITH BOY-GIRL RELATIONSHIPS; COURTSHIP; SEX; MARRIAGE

Problems	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Meeting and appealing to members of the opposite sex	45	14.1	7	2.1	265	83.5	317	100
Behavior on dates	23	7.2	9	2.8	285	89.9	317	100
Getting dates	20	6.3	2	.6	295	93.0	317	100
Necking, petting, "making out" on dates	20	6.3	8	2.5	289	91.1	317	100
Keeping members of the opposite sex interested	19	5.9	7	2.2	291	91.7	317	100
Going steady	19	5.9	2	.6	296	93.3	317	100
"Breaking off" with a boyfriend, girlfriend	8	2.5	3	.9	306	96.5	317	100
Getting married	7	2.2	2	.6	308	97.1	317	100
Pre-marital sexual intercourse	3	.9	1	.3	313	98.7	317	100
Blind dates	3	.9	1	.3	313	98.7	317	100
What to do if you don't have a boy-friend, girl-friend	2	.6	2	.6	313	98.7	317	100
"Picking up" members of opposite sex	2	.6	0	0.0	315	99.3	317	100
Dating and religion	1	.3	0	0.0	316	99.6	317	100
Becoming engaged	0	0.0	1	.3	316	99.6	317	100
Quarreling with peers; quarreling with boy (girl) friend	0	0.0	1	.3	316	99.6	317	100

was one in the April, 1963 'Teen magazine. The title was, "What I Look for in a Girl."[21] This was a follow-up of an article in the November, 1962 issue which was on "What I Look for in a Boy." Both articles consisted primarily of letters from teenagers on the qualities they thought appealing in the opposite sex. Physical traits were given prime consideration.

Following are a few of the questions in this general category that were asked in the advice columns and the answers that were given:

"Should I write to a boy and ask if he likes me?" No, just write friendly casual letters.

"What are the reasons for not being asked on dates?" You may be new in town; he may be unsure of himself; you may be misunderstood--people may mistake shyness for unfriendliness.

"I am good looking, nice, etc. How can I get dates?" Think less about yourself and more about others.

"What do boys dislike in girls?" Giggling, too much make-up, gossiping, loud voice, being a "dead-beat," lack of respect for his pocket book, prying into private affairs, continual talk about clothes, disrespect for adult authority, and making-up in public.

"What do they like?" Girls who are natural, those who enjoy sports, friendliness, conservative dress, sense of humor, good conversationalist, and ability to dance.

"How can I make friends with members of the opposite sex?" You can introduce yourself to people you see every day, as in classes; you can sit next to them in class and at lunch; you can ask them questions.

Remmers found that teenagers expressed concern about this and related problems. Following are two of the problems included in his questionnaires and the per cent of teenagers who marked them as matters of concern:

Problem	Percent Expressing Concern
How to keep boys (girls) interested in me[22]	29
Lack attractiveness for other sex[23]	18

---

[21] "What I Look for in a Girl," 'Teen, Vol. 7; No. 4, April, 1963, pp. 58-59, 83. Note: This article was not included in those analyzed in the present study.

[22] Remmers and Radler, op. cit., p. 83.

[23] Ibid., p. 80.

Some specific questions were difficult to categorize. Perhaps most of the problems in the general category of boy-girl relationships, courtship, sex, and marriage were, at least in a general way, related to finding and keeping friends of the opposite sex.

Dating Problems

Several problems mentioned in the advice columns and articles were concerned with dating. These included: behavior on dates; getting dates; necking, petting, "making out" on dates; going steady; blind dates; "picking up" members of the opposite sex and dating and religion. In total, these problems were mentioned 78 times, that is approximately one out of four on the advice columns and articles.

Following are some of the typical questions related to dating problems with the advice that was given:

> "What is the proper etiquette for car dating?" Learn how to get into the car gracefully; let the fellow open the door--this depends on the occasion; be careful in the car for the sake of safety; don't neck in the car.
>
> "I gave my boy friend the chicken pox. I am too embarrassed to date when he asks. Will he ever forgive me?" He already has!
>
> "If I am offered a drink on a date, what should I do?" Refuse nicely, because drinking dulls your "say no" power.
>
> "Should a girl tell a boy that she does not like to French kiss?" Yes!
>
> "What are some tips for first dates?" Here are some tips for first and every other date: See yourself for what you are and try to correct your faults; if talking comes hard, ask questions about the other person; do not keep the boy waiting; if you have good manners, you will know what to expect; ladies let boys do things for them; you are not obligated to kiss anyone, but a short good-night kiss is OK.
>
> "How far can a girl go and still be respectable?" She should avoid dates with boys of questionable reputation; she should not go to questionable spots, should not drink on dates; she should do nothing that she is ashamed of.
>
> "How can two people wearing glasses kiss?" By taking them off.
>
> "Should a girl go steady with a boy who only wants to 'make out'?" No, if this is his only interest, he isn't the right boy for you.

Perhaps the term, "making out," that appears in the teen magazines requires some definition. This is a term that has different meanings in different communities. In some, it refers to kissing and petting. In some communities, teenagers use the term to refer to sexual intercourse. How the term was used in the teen magazines was not always clear.

What is abundantly clear from the questions teenagers sent to the magazines and those marked in the Purdue Opinion Poll is great concern on the part of teens regarding problems related to boy-girl relationships and dating. Following are some of the problems in these areas that Remmers[24] found of concern to teenagers:

Problems	Percent Expressing Concern
How do I refuse a date politely?	26
How far should high school students go?	25
Should I go steady?	22
I kiss my date the first time	21
What to do on a date	19
How to break up an affair	19
Should high school students pet and make love?	18
What are good manners on a date?	17
Bashful about asking girls for dates	16, Boys 34
Don't know how to ask for a date	16, Boys 26, Girls 7
Need more correct information about sex	15
Must I neck to be popular?	14
Criticized for dating person of whom others do not approve	9
Not allowed to have dates	7
Conflicting information about sexual matters	7
Criticized for dating (boys) (girls) who are older	6

For the most part, advice given in the magazines was rather superficial in nature. One magazine that dealt with boy-girl and dating problems in a realistic manner and with considerable depth was the "one-shot" publication, Teens--1000 Hints for Teens.[25] A pocketbook edition of the same material appeared under the title, On Becoming a Woman.[26] One of the editors of this material was Louise Bates Ames of the Gesell Institute of Child Development.

---

[24] Remmers and Radler, Ibid., pp. 82-84.

[25] 1000 Hints for Teens, Dell Publishing Co., New York, New York.

[26] On Becoming a Woman,

Very largely, the teen magazines are addressed to girls. Most of the problems dealt with are considered from the girl's point of view. The November, 1961 issue of The Annals of the American Academy of Political and Social Science[27] carried an article on the teen-type magazines; a special editors' appendix was concerned with the effect of the magazines on the teenage girl. The editors stated that:

> "...they are edited in a way to protect the girl who is not ready for the advances of boys while at the same time not alienating the girl who is....
>
> "The teen-age magazines recognize that the absence of fixed and rigorously enforced codes puts a terrible burden on the unawakened girl who, though she enjoys the company of boys and wants them to like her, is not ready for their more ardent advances. The magazines' insistence on autonomy, therefore, is meant to furnish the same kind of protection to girls as that once supplied by the mores. For the girls who are ready, they say in effect, 'OK.' But, for those who are not, they say, 'Be yourself.'"

"Breaking Off" With a Boy Friend, Girl Friend

This was another of the boy-girl problems with which the advice columns and articles dealt. About three per cent of the 317 mentioned this problem. Typical of the specific problems included in this general problem area and the advice given were:

> "How can one break off painlessly?" Be honest with your steady; let people know that you are still friends; throw a "break-up" party and invite boys and girls in whom both of you are interested.
>
> "We broke up, but now I want him back." Subtle action may win him back.
>
> "How can I get over a break up?" Admit it is over; don't blame yourself for the break-up; get back into circulation; get rid of everything that reminds you of him; don't linger in old hangouts; don't talk about him; don't try to gather information about him.

Getting Married

"Getting married" was discussed in about three per cent of the advice columns and articles. One article listed as reasons why marriages fail:

---

[27] Brown, Charles, H., "Self-Portrait: The Teen-Type Magazine," The Annals of the American Academy of Political and Social Science, November, 1961, pp. 20-21.

(1) not being prepared for marriage, (2) being in a rush to get married, (3) adding many new problems, (4) immaturity, and (5) not being ready for grown-up love. The following were suggested as ways to insure a good marriage: (1) both partners should be self-reliant, (2) they should have developed self-confidence before marriage, (3) they should know each other well and have some goals in life, and (4) both partners must be mature.

In an article on why teenagers marry early, the following reasons were given: (1) it's a trend, (2) malice toward parents or someone else, (3) desire to be an adult, (4) escape from an unwanted home situation or from school, and (5) love. They were advised not to marry until they were mature.

Remmers[28] reported that teenagers indicated concern about the following problems related to marriage:

Problems	Percent Indicating Concern
What things cause trouble in marriage?	27
Things to consider in selecting a mate?	23
How long should people know each other before marriage?	23
How can I prepare myself for family life?	21
Want to get married soon	6 Boys 4, Girls 8

The small proportion of problems dealing with marriage discussed in the teen magazines is a matter of some interest--especially in view of the fact that teenagers apparently are concerned about such problems. It is possible that the editors of the teen magazines are subtly working to discourage early marriages. Or, do the magazines have their greatest appeal to the young person who, for some reason or other, is not yet ready to give much thought to the serious business of marriage?

Pre-marital Sexual Intercourse

Approximately only one per cent of the advice columns and articles mentioned "pre-marital sexual intercourse." One article discussed how couples happen to "go this far." A letter in a column was from a girl who said that she gradually gave in to the boy until she had granted him the "ultimate liberty." She stated that the boy suddenly became bored and dropped her, so she wished that she had not had a sexual relationship with him.

As has been stated, the teen magazines may provide a kind of support for the girl who wishes to resist teenage pressures. Emphasis in articles, and also in the stories in the magazines is given to the sorrow that may result from pre-marital sexual relationships.

---

[28] Remmers and Radler, op. cit., p. 152.

Other Problems Relating to Boy-Girl Relationships; Courtship; Sex; and Marriage

Two other problems in this general area were: becoming engaged and quarreling with peers; quarreling with boy (girl) friend. Both were merely mentioned in one article. Neither was among the teenagers' most common problems as given in The American Teenager.

Problems in the Area of Family Living

Table 7 presents the number and percentage of 317 advice columns and articles that gave attention to problems in the area of family living. The number and proportion of problems for which a solution was given and the number and proportion for which no solution was suggested are shown.

Getting Along With Parents

In this general area, the number one problem in terms of the frequency with which it was discussed was "getting along with parents." It ranked third among all of the problems discussed in the teen magazines. Approximately 19 per cent of the advice columns and articles dealt with this problem. Specific problems classified as related to "getting along with parents" included:

How to deal with strict parents
Understanding why parents monitor dates
How much a girl should tell her parents
How to handle parents when they object to dating practices
What to do when parents fight constantly
How to get along with grandparents
How to make parents understand my point of view
How to get closer to my mother

In respect to getting along with parents, the advice was generally of this nature: Your parents are still responsible for you, so keep them informed of your activities. Behave in such a way as to earn their respect and trust. Talk over your problems with them.

Remmers and Radler,[29] in a chapter titled "The Dilemma of Parents," reported an apparent inconsistency in adolescent attitudes toward parents. They found that nearly a fourth of the teenagers responding in the Purdue Opinion Poll think that parents rarely understand the problems of modern youth. But when teenagers were asked in another study to whom they would go for help with their personal problems, over half said that they would

---

[29] Remmers and Radler, op. cit., p. 88.

TABLE 7

NUMBER AND PERCENTAGE OF 317 ADVICE COLUMNS AND ARTICLES DEALING WITH FAMILY LIVING IN THE TEENAGERS' MAGAZINES

Problem Areas	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Getting along with parents	48	15.1	12	3.7	257	81.0	317	100
Position in family	2	.6	0	0.0	315	99.3	317	100
What time to get in at night	2	.6	0	0.0	315	99.3	317	100
Using the T.V., radio, or telephone	2	.6	0	0.0	315	99.3	317	100
Feeling ashamed of home or family	2	.6	0	0.0	315	99.3	317	100
Using the family (or own) automobile	1	.3	1	.3	315	99.3	317	100
Finding privacy	1	.3	0	0.0	316	99.6	317	100

go to their parents. The investigators concluded that, "Teenagers desperately want to break away from parental control, yet, at the same time, they feel a strong need for parental guidance."

Other Problems Related to Family Living

Other problems in this general category discussed in the teen magazines included: problems caused by position in family; what time to get in at night; using the TV, radio, or telephone; feeling ashamed of home or family; using the family (or own) automobile; and finding privacy. As may be seen in Table 7, none was mentioned with much frequency.

Two specific problems categorized as dealing with the teenager's position in the family were: "As the youngest child, I get blamed for everything," and "I am the middle child--and I seem to be 'too young' or 'too old' for everything." In both cases, the teenagers were advised to talk over the problem with parents.

Two teenagers, in letters to the editor, complained that they had to leave dances to meet their parents' "curfew." They were advised to ask their parents to extend the curfew on the nights of big dances.

Two articles discussed conflict with parents over the use of the telephone as a teen problem. No conflicts regarding the use of radio or television were reported or discussed. This last is interesting in view of the fact that many teenagers view television rather extensively and some problems in this area might be expected. Rynerson and Cochrane, in a study of teenagers' viewing habits, found that teenagers from higher socioeconomic groups spent 10-20 hours per week before the TV screen and those from lower socioeconomic groups spent almost double that amount of time, 20-29 hours.[30]

Two teenagers, in letters to the editor, confessed that they were ashamed of the way that their parents dressed. The magazines administered the verbal spankings that were perhaps expected by the teenagers.

"Is it true that today's teens use a car for just about anything except what it was made for--transportation?.... It is a substitute for a bar room, bedroom, and dare-devil roller-coaster!" Thus did one magazine open a discussion on the use of automobiles--a problem area dealt with in two articles. A summary of the advice given is simply: Stop using the car for drinking, necking, and racing!

Only one article discussed "finding privacy" as a teen problem. However, it is of interest that Gesell makes this point about the thirteen-year-old: "...And he often has his door equipped with lock and chain to insure privacy, especially from younger siblings."[31]

Athough Remmers and Radler report that teenagers taking part in the Purdue Opinion Polls state that they have a number of problems in regard to getting along with parents, problems similar to the other six dealt with in this section were not reported with a high degree of frequency. They were not among the "teenagers' most common problems" listed in their book on the American teenager.[32]

Problems Related to Personal Appearance

The problem ranking second with respect to the frequency with which it was discussed in the teen magazines was "improving personal appearance." Sixty-seven of the articles and columns dealt with it and suggested solutions for the personal appearance problems posed; ten others mentioned it as a problem. A related problem, that of "dressing more attractively," was discussed, with suggested solutions, in four articles and mentioned only in seven others.

---

[30] Rynerson, E. and J. Cochrane, "Teachers, Television, and Teen-Agers," Clearing House, 37:207-210, December, 1962.

[31] Gesell, Ilg, and Ames, op. cit., p. 152.

[32] Remmers and Radler, op. cit., pp. 80-85.

TABLE 8

NUMBER AND PERCENTAGE OF 317 ADVICE COLUMNS AND ARTICLES DEALING WITH PERSONAL APPEARANCE IN THE TEENAGERS' MAGAZINES

Problem Areas	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Improving physical appearance	67	21.1	10	3.1	240	75.7	317	100
Dressing more attractively	4	1.2	7	2.2	306	96.5	317	100

Following are some of the specific personal appearance problems dealt with in the teen magazines and the advice that was given:

"Is 16 too old to wear braces on teeth?" No!

"How can I cover ugly pimples?" Use make up to cover them, but be sure you wash it off at night.

"What can one do if she is unpretty?" Concentrate on things you do well. Assess your interests; join clubs that coincide with your interests. Develop your interests and abilities. Believe in yourself.

"What's the best way to care for my hair?" Don't pin it up every night. Get a good permanent. Keep it clean and brush it daily.

"How can I reduce the apparent size of my bust?" Wear loose garments.

"Is a 14-year-old grown-up enough for high heels?" Why not settle for French heels?

"I am too tall. How can I look shorter?" Be proud of your height and stand tall. Wear low heels.

"Can you help a girl who is both too tall and too broad?" Exercise where you are broad; wear a good girdle; wear low heels; wear dresses or separates of one color; emphasize your good points.

"I have blackheads and blemishes--what can I do?" See a dermatologist. For self help, wash your skin frequently and avoid using cream or oils on your face. Don't squeeze blemishes. Your diet is important.

"How can I get an even suntan?" Use a protective lotion. Gradually increase the time in the sun; don't let yourself get burned.

"How can I get rid of a 'tummy paunch'?" Exercise abdominal muscles. Hold your stomach in and stand straight.

"How can I keep up my morale when dieting?" Don't talk about your diet. Don't get discouraged if you slip once in a while. Take one day at a time. Eat slowly and eat only low calorie foods.

And so on and on. Many of the problems were concerned with skin difficulties and weight. A number had to do with make-up and hair styles. Even a cursory examination of the teen magazines impresses one with the extent to which they deal with problems of personal appearance.

In reporting on teenagers' most common problems in The American Teenager, Remmers and Radler state that the following problems related to personal appearance were checked as matters of concern by the percentages of boys and girls indicated.[33] It may be recalled that these findings were based on a sample of 1225 high school boys and 1275 high school girls.

Problem	Percent Expressing Concern	
	Boys	Girls
Want to gain (or lose) weight	49	56
Concerned about improving my figure	7	41
Want to improve my posture and body build	42	33
Want to get rid of pimples	33	33
My nose is ugly	6	10

A number of other common teen problems reported by Remmers and Radler were related to personal attractiveness. These were concerned with such matters as bad breath, body odors, teeth needing attention, and abilities to make and keep friends. There appears to be remarkable similarity between the personal appearance problems dealt with in the teen magazines and those that teenagers say they have when questioned.

---

[33] Remmers and Radler, op. cit., pp. 81-84.

With respect to "dressing more attractively," several teenagers wrote to the editors of the teen magazines to inquire about appropriate dress for various occasions. One young person was advised:

> Supply yourself with basic clothes and accessories to change their appearance
> Each date does not require a new wardrobe
> Practice perfect grooming and wear what is appropriate for the occasion
> Save shorts and slacks for sports wear
> Wear comfortable clothes that express your personality
> Wear clothes that go together
> Have clothes laid out before date time.

Sometimes the quite general advice was supplemented with pictures to illustrate the points. Acceptable dress for various teenage social occasions might be inferred from the illustrations and advertisements in certain of the teen magazines, notably Seventeen.

Problems in Area of Planning for the Future

Four problems dealt with in the teen magazines were categorized as concerned with planning for the future. These were: deciding on an occupation; military service; information on schools and careers; and living alone in a large city. Table 9 shows the number and percentage of the 317 advice columns and articles dealing with each of these problems.

Military Service

The problem in this category most frequently mentioned in the advice columns and articles of the teen magazines was "military service." For the most part, the specific problem was posed by the girl and concerned her question as to whether to date other boys while her "man" was in service. In general, the advice given was of this nature: Remember him but have fun with others. Don't tie yourself to one boy just yet.

Information on Schools and Careers and Deciding on an Occupation

Fourteen of the advice articles and columns dealt with problems related to "information on schools and careers," four with "deciding on an occupation." Some of the specific problems and the advice were:

> "Should girls go to college? Is it just wasted on them?" Yes, they should go and no, the college education is not "wasted."
>
> "I want to become an artist, but my family laughs at me." Go ahead and draw and paint. If you are good enough, you can have a career in art.

TABLE 9

NUMBER AND PERCENTAGE OF 317 ADVICE COLUMNS AND ARTICLES DEALING WITH PLANNING FOR THE FUTURE IN THE TEENAGERS' MAGAZINES

Problem Areas	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Military service	15	4.7	3	.9	299	94.4	317	100
Information on schools and careers	14	4.4	0	0.0	303	95.5	317	100
Deciding on an occupation	2	.6	2	.6	313	98.7	317	100
Living alone in a large city	1	.3	0	0.0	316	99.6	317	100

> "How can I become a 'star'?" It takes a lot--talent, desire, hard work, and luck!
>
> "How should I go about looking for a job?" Advertise--let people know what you can do. Look in the want ads; visit the local offices of the various employment services; make application in the personnel departments of large companies.
>
> "What does it take to have a career in counseling?" You must first like people. You might volunteer for work in a mental hospital; you might baby sit, assist at a playground, or work as a camp counselor. You should also collect information on the different counseling careers, as "counseling" is a broad area covering several types of counseling positions.
>
> "Tell me about the University of M________, as I am considering going there." It has four campuses, a friendly atmosphere, and a large enrollment. To compete for admittance, you will need a high level of academic aptitude, costs range from $1200-$1800 a year. Scholarships are available if you can qualify. Campus dress is simple.

Through his Purdue Opinion Poll, Remmers found that:

> "On the problem check list, from 40 to 50 per cent of all students check items which reveal concern with the future. More than half want to know for what work they are best suited.

> Fifty-nine per cent wonder how much ability they actually have. Forty-two per cent don't really know their own interests and the same number have no idea what career to pursue."[34]

It appears that, with respect to problems of planning for the future, the teen magazines may not give a true reflection of the concerns of youth. Or, since the teen magazines seem to appeal to younger teens, perhaps one should not expect as much on schools and careers as one might look for in publications for older youth.

Living Alone in a Large City

The problem of "living alone in a large city" was discussed in only one article. The specific problem was concerned with finding a place to live in New York City. The young woman who asked the question was advised to plan on sharing an apartment; it was suggested that she check the lists of "apartments to share" in the New York Sunday papers. She was advised to answer ads by air mail or special delivery and to send a deposit if she wanted a particular apartment. Suggestions were also given for entertainment and transportation in New York. In order to make friends, she was advised to go to church and to have lunch with the girls in her office or other place of business.

Problems Related to Personal Standards

Table 10 shows the number and percentage of the 317 advice columns and articles dealing with and those not mentioning problems in the area of personal standards. The number and proportion of problems for which a solution is given and the number and proportion for which no solution is given are also presented.

Observing Safety Rules

Only four articles dealt with the problem of "observing safety rules." Three had to do with safety in driving and one with protection against sexual assault. "Rules for safe driving" given in one article were:

Don't ever crowd the car
Keep noise at a minimum
Don't try to stunt drive
Don't exceed the speed limit
Don't drive if you are angry
Don't nag the driver

Another article listed these "rules for protection against sexual assault": Stay at a safe distance from strangers. Don't go on a blind date unless the person is recommended by friends. When you go on an outing, stay with the group. Don't go around half-dressed and dress sensibly.

---

[34] Remmers and Radler, op. cit. p. 141.

TABLE 10

NUMBER AND PERCENTAGE OF 317 ADVICE COLUMNS AND ARTICLES DEALING WITH PERSONAL STANDARDS

Problem Areas	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Observing safety rules	4	1.2	0	0.0	313	98.7	317	100
Drinking	3	.9	2	.6	312	98.4	317	100
Smoking	3	.9	0	0.0	314	99.0	317	100
Lying to parents or others; stealing	3	.9	0	0.0	314	99.0	317	100
Cheating in school	3	.9	0	0.0	314	99.0	317	100
Getting a bad reputation	3	.9	2	.6	312	98.4	317	100
Improving status	2	.6	1	.3	314	99.0	317	100
Taking habit-forming drugs	1	.3	1	.3	315	99.3	317	100
Religion	0	0.0	1	.3	316	99.6	317	100
Punishment by parents, teachers, or others	0	0.0	1	.3	316	99.6	317	100

Drinking and Smoking

In respect to drinking and smoking, a few articles dealt with the dangers to health and with the possibility of forming undesirable habits. Social pressures to drink and smoke were given as problems by a number of the students responding to the Purdue Opinion Polls. One high school senior wrote:

> "...the problem of smoking and drinking often comes up. It's hard for a teenager to say, 'I don't care to' when all the rest of the gang are saying, 'Ah, come on.'"[35]

Lying to Parents or Others; Stealing

Three specific problems related to lying and stealing were dealt with in the teen magazines. These, with the advice given, are as follows:

> "I lied to a boy about my age. What can I do?" Tell him the truth and don't lie about this in the future.
>
> "I lied to this boy but now I like him and I am sorry." Tell him the truth even if it is a little late.
>
> "I stole a watch. Now, I regret it and I don't know what to do about it." Return it to the owner and talk the matter over with your parents.

Cheating in School

Only three articles dealt with the problem of cheating in school. Teenagers were advised that their future is dependent upon what they gain from school now and that they cheat themselves by cheating in school. To prevent cheating, they were advised to:

> Initiate student council action if cheating is a school problem.
> Start a student-run tutoring service to help people having difficulties in school.
> Make a personal re-evaluation of your goals if this is a problem for you.

Getting a Bad Reputation

Five articles and columns dealt with the problem of getting a bad reputation. Teenagers, writing to the editors, expressed concern about their own reputations and those of young people whom they were dating. They were advised to behave in ladylike and gentlemanly ways and not to pay too much attention to what others say!

---

[35] Remmers and Radler, *op. cit.*, p. 253.

Improving Status

Three articles were concerned with improving personal status. Teenagers were advised to learn and grow through: going to summer school; getting a part-time job; listening to new records; learning a new language; learning to play a musical instrument; and learning to type.

Other Problems Related to Personal Standards

The dangers of taking habit-forming drugs was discussed in one article and merely mentioned in another. Problems related to "religion" and "punishment by parents, teachers, or others" were each referred to in one article.

Although the teen magazines give very little attention to problems of religion, Remmers found considerable concern about religious problems on the part of teenagers.[36] He found the following problems of concern to the percentage of teenagers indicated:

Problem	Percent Expressing Concern
Confused in my religious beliefs	10
Bothered by thoughts of heaven and hell	12
Conflict between the Bible and my school subjects	7
Not living up to my religion	22
Searching for something to believe in	5
Standards of "Right" and "Wrong"	19

Although the particular problems categorized as related to personal standards were not mentioned with great frequency in the teen magazines, one had the feeling, when they were discussed, that they were matters of intense concern. Several problems categorized as more directly related to "personal-social and emotional development" and "boy-girl relationships; courtship; sex and marriage" certainly have a peripheral, if not a direct, relationship to developing and maintaining personal standards. Hence, concern about the whole area of personal standards is probably reflected to a far greater extent in teen magazines than Table 10 would seem to suggest.

Problems Related to Employment

The extent to which problems related to employment were discussed in the advice columns and articles of the teen magazines is shown in Table 11. Only seven of the articles and columns gave consideration to: behavior on the job and ways to earn and handle money.

---

[36] Remmers and Radler, *op. cit.*, p. 166.

TABLE 11

NUMBER AND PERCENTAGE OF ADVICE COLUMNS AND ARTICLES DEALING WITH EMPLOYMENT IN THE TEENAGERS' MAGAZINES

Problem Areas	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Behavior on job	4	1.2	0	0.0	313	98.7	317	100
Ways to earn and handle money	3	.9	0	0.0	314	99.0	317	100

Behavior on the Job

It is interesting that all of the specific problems related to behavior on the job were concerned with babysitting. Following are the problems and the advice given:

> "Should a girl clean house while babysitting?" No, this should not be expected.
>
> "How can I quit babysitting with a 12-year old who wants to play post office?" Let his folks see that he is not a baby anymore.
>
> "What are the do's and don't's for babysitters?" Don't eat unless your employer says that you may. Use the TV and books, but not the Hi-Fi. Place baby's interests first. Do not have guests.
>
> "What are some guides for babysitters to follow?" The job comes first. Look in occasionally while baby is sleeping. Learn what his crying means. Be calm. Be well rested when you go to babysit. Talk over the children's routines with the mother. Help children do things for themselves. At mealtime, devote your full time to the children. Don't entertain your friends when you are on the job. Write down necessary phone numbers.

Ways to Earn and Handle Money

One specific problem related to earning and handling money was concerned with getting babysitting jobs. Two others had to do with "stretching my allowance." A few rather obvious suggestions for budgeting personal income were given.

Of interest is the fact that, in discussing "Money and Work" in relation to development in the years 10-16, Gesell reports babysitting as a usual or favored occupation at almost every level. He states that, by 13, many boys as well as girls have steady babysitting jobs.[37]

Problems Related to School

Table 12 shows the extent to which two problem areas related to school were given consideration in the advice columns and articles of the teen magazines. These problem areas are: achieving scholastically or obtaining a scholarship and having difficulties with teachers or school administrators.

TABLE 12

NUMBER AND PERCENTAGE OF ADVICE COLUMNS AND ARTICLES DEALING WITH SCHOOL PROBLEMS IN THE TEENAGERS' MAGAZINE

Problem Areas	Solution to Problem Given		Problem Mentioned; No Solution		Problem Not Mentioned		Totals	
	N	%	N	%	N	%	N	%
Achieving scholastically or obtaining a scholarship	1	.3	3	.9	313	98.7	317	100
Having difficulties with teachers or school administrators	1	.3	2	.6	314	99.0	317	100

Achieving Scholastically or Obtaining a Scholarship

Only one article gave much consideration to achieving scholastically. A number of suggestions were given; these included:

Plan a study schedule
Arrange efficient study conditions
Study for short intervals
Use study halls to begin assignments and to review
Choose a seat close to the front and pay attention
Ask questions in class
Make notes meaningful

---

[37] Gesell, Ilg, and Ames, op. cit., pp. 324-328.

Review class and reading notes
Keep tests for review
Alternate study of various subjects
For best results--see it, say it, hear it, write it
Do all class assignments
Review for a week in advance of a big test
Find out what kind of test you will have and prepare for it
Sleep well before an exam
Give yourself plenty of time to get to the exam
When taking a test, read directions and test carefully before and after you finish
Work just a little harder than you want to

Having Difficulties with Teachers or School Administrators

One article dealt with the problem of "having difficulties with teachers or school administrators"; it was mentioned only as a problem in two other articles. The first suggested that, if having trouble with a school official, one should:

State his case clearly
Avoid placing the blame on school
Take the "chip" off his shoulder
Accept responsibility for his own actions

Authorship of Advice Columns and Articles in the Teen Magazines

Who writes the advice material in the teen magazines? In order to gain some notion of the qualifications of the writers, analysts were asked to indicate whether the author of each of the 317 columns was (1) a well-known person, but not known as an authority in the field in which advice was given, (2) a well-known authority in the field in which advice was given, (3) unknown to the analysts, or (4) whether no author was given.

In over half the cases (52 per cent) no author's name was given. The analysts indicated that 2.52 per cent of the articles and columns were authored by well-known personalities who were not generally known to have any special qualifications for giving advice in the areas in which they wrote. Written by known authorities in the fields in which advice was given were 5.68 per cent. Unknown to the analysts were the authors of 39.75 per cent.

The analysts attempted to ascertain the qualifications of unknown authors through library research. These attempts were not fruitful.

A letter was sent to the editors of each teen magazine in the study requesting information about the authors. Replies were received from seven or 28 per cent of the 25 magazines included in the study. Of the seven, only five provided any significant information.

The managing editor of one popular magazine for younger girls stated that the material that appears in the magazine comes from free-lance writers, few of whom she has ever met personally. She added that she buys the article if she likes it and it is suited to the age group to which the magazine caters.

The editor and publisher of another magazine for girls stated that a number of the articles in the publication are written by specialists in various fields. He named a psychologist, a family relations specialist, a dentist, and a dermatologist as authors of articles that had appeared in the magazine. He named the psychologist and the family relations specialist as consultants who check the work of free-lance writers where there is some question about the material. The family relations specialist was known to the investigator and the analysts as a reputable authority in the field. This publisher attached to his letter copies of five letters praising the quality of the magazine and the ethical standards maintained. Letters were from high school guidance counselors, a church leader, a professor of family life education, and a professor of education.

Another editor stated that her publication aimed at giving advice through the actual experiences of young screen stars rather than through specialists in the "teenage advice field." She stated that if the material seemed to require professional approval, as in the case of a special diet, qualified people were consulted.

One of the teen magazines sent a "biography" of the magazine and of the editor. According to the biography, the magazine originated on a high school campus in California. It was launched by the present editor, who, at that time was in his fourth and last year of high school teaching. He felt that the publication met a need for expression of the teenagers' point of view and for a medium for exchange of ideas and ideals. Two years later, in 1954, this magazine was taken over by a publishing company and given national distribution. The biography of the editor, written in 1961, states that:

> "(the)...entire staff is college-trained--holding BA degrees and secondary teaching credentials--and most contributors are college graduates with professional background and experience in this chosen work."[38]

The publisher of a magazine on beauty and charm gave some information on two of the contributors to the advice materials in the publication. One is a well-known public servant; the other was described as owner and operator of three modeling schools. The publisher made a point that his efforts were directed toward making the magazine a high quality and decent publication for young ladies.

One correspondent stated that the advice materials in the magazine she edits are checked by a family counselor and educator who holds a

---

[38] Biography, Charles Laufer, Editor, *'Teen Magazine*, November, 1961.

Ph.D. degree. She stated that unsigned articles were written by staff members or "qualified writers."

Although there are variations among the magazines with respect to the qualifications of the advice writers, in general it appears that a small proportion are recognized specialists or authorities in the field in which they give advice. One word of caution might be stated in relation to the appearance of the magazine. This alone did not appear to be a guide to quality of the contents. One of the analysts, who had done considerable work in the area of human relationships, expressed surprise at what she rated as the high quality of the contents of a particularly "pulpy"-looking publication. In fine print, she found the name of the editor--a recognized and respected specialist in the area of child development!

Advice in the Teen Magazines--June and July, 1964

On June 15, 1964, a collection was made of all the teen magazines available at the Champaign-Urbana, Illinois, News Agency and the largest drugstores in both cities. Following is a brief report of the magazines, the advice materials carried in each and the problems discussed.

Magazine	Advice Columns and Articles	Problems
CALLING ALL GIRLS Vol. XI, No. 108 July, 1964	Sears, Betty, "Big Brother-Big Pest" pp. 64-68	How to get along with brother
DATEBOOK Vol. 4, No. 10, Spring, 1964	"Plan Your Own Vacation Now." pp. 9-15	Ideas for vacations
	"20 Cool Things To Do on a Date," pp. 26-27	Things to do on dates--other than necking
	"Give Yourself a Beatle Bob," pp. 32-33	How to be the "first in your crowd to sport this hair style"
	"Kiki's Kookie Beatle Look," pp. 34-35	How to "look like a chic, but slightly beat, beatle"
	Weiser, Morton, "Jobs With the Airlines," pp. 42-43*	Jobs available with airlines
	Unger, Arthur, "The Case of the Hideous Chair," or How to Make Your Parents Love You Less and Resent You More," pp. 44-45*	Understanding parents and communicating with them--What to do

		"if the gap between you and your parents seems to be widening"
	"Datelines Content," p. 51	"Should a girl ever date the ex-steady of her best girlfriend?"
	Arden, Ann, "Beauty Bar--The Story of the Smooth-As Satin Skin," p. 57*	What to do about acne (advice via a case situation)
	Johnston, Pat, "How Did You Cope With It?" p. 59	"You're doubling with another couple and you're the only one with a midnight curfew, although you haven't admitted it. At 11:30 they all decide to go for a hamburger. What did you do?"
DIG, Vol. 11, No. 4, July, 1964	Eagle, Ernest L., "Down With Teenage Drivers," pp. 12-13	Rules for safe driving (treated facetiously)
FIFTEEN July, 1964	Chamberlain, Dick (entertainment personality), "Dr. Kildare's Dating Tips," p. 35	The "lowdown on how to keep the guy you flip for"
	Anderson, Michael (entertainment personality), "15 Things You Should Know About Boys," pp. 44-45	Problems a teenage boy has--to help give girls "an insight into the feelings of...boys"
FOR TEENS ONLY, Vol. 2, No. 6, July, 1964	"Your Secret Emotions," pp. 8-9*	Growing up emotionally --moodiness and oversensitiveness, fear of failing, excessive crying, day-dreaming
	"How to Attract the Boy You Can't Get--Yet!" pp. 16-17	How to attract a particular boy
	Funicello, Annette, and Paul Peterson (entertainment personalities), "Our Party Ideas Are Ideal for You," pp. 20-23*	How to plan a successful party

	"Crystal Ball Quiz: Can You Predict Your Own Future," pp. 24-25*	Questions to help you decide what your future will be like. "This... quiz will help you look ahead to the woman you'll someday be--and it'll give you some exclusive hints on how to get there!"
	"How to Get Ready for a Fascinating Summer," pp. 30-31	How to have fun this summer--and how to improve your figure
	"The Male Point of View Points a Finger at You," pp. 36-37	What boys don't like in the party behavior and dress of girls
	"Eye-Catching Eye Makeup Secrets to Make You Party Pretty," pp. 46-47*	How to apply eye make-up
INGENUE Vol, 6, No. 6, June, 1964	Ross, Margaret, "Let's Talk It Over," p. 26*	Meeting boys in the summertime--and relationships with old friends
	"Get It On Tape," p. 28	Uses for a tape recorder--as study aid, for fun, as a hobby
	Waller, Kim, "The Latest in Teen Summer Jobs" p. 37*	Idea for summer jobs for teens
	"The Truth About Teen-Age Divorce," p. 43*	Problems of teen marriage and divorce
	"Famous Fathers Write Their Teen-Age Daughters," pp. 50-51	Letters of advice to teen daughters from William James, F. Scott Fitzgerald, Jawaharlal Nehr, and Ogden Nash
	Slattery, William (age 16) "If He's a Rat, There's a Reason," p. 62*	Why boys act the way they do
	"Lipstick is Back," p. 72	Selecting and using lipstick

SEVENTEEN Vol. 23, No. 6, June, 1964	Haupt, Enid, "Traveling by Car," An excerpt from "The Seventeen Book of Etiquette and Entertaining," by Enid Haupt	Etiquette when traveling by car
	Hawkes, Joan, "Looking Ahead to College and Careers," pp. 87-89	Choosing a college and choosing a career
	"Take a Fashion Lesson," p. 62	Correct dress for visiting the World's Fair
	"Teen Travel Talk," p. 72	How to get around New York
	"Dear Beauty Editor," p. 74*	Beauty problems--particularly those peculiar to the summertime
	"You Get Trimmer Every Day," pp. 104-105	Exercising to improve the figure
	"Beauty Roundup," pp. 106-107	Summer grooming guides
	"Q--Am I Really in Love," p. 137*	How to tell whether you are really in love
	"Dieters' Clipboard," p. 156	"Beachy fashion" (That minimize size) and "hunger passions" (food for dieters)
16 MAGAZINE Vol. 6, No. 2 July, 1964	Francis, Connie (entertainment personality), "Connie Tells You, 'What Boys Want From Girls,'" p. 29	What boys like in a girl
TEEN WORLD Vol. 7, No. 2, August, 1964	"Your Popularity Begins Here... and Never Ends!" pp. 10-11*	Meaning of popularity--and three rules for being popular
'TEEN Vol. 8, No. 7, July, 1964	Miller, Jill, "Dear Jill," pp. 20-21*	For the most part, the letters to Jill deal with problems of girl-boy relationships, personal appearance, and relationships with parents

"Dear Beauty Editor," pp. 36-37	Beauty and grooming problems
Becky Lynne, "Summer Romances," pp. 48-49*	Problems related to summer romances

Examination of the advice materials in these ten magazines leads to an impression that the nature of the problems dealt with and the advice given in teen magazines are very much as they were when this study was begun. The magazines treat problems of growing up emotionally, personal appearance, family and social relationships--and, to a lesser extent, school and work. They are primarily written for girls. Many of the articles are unsigned; some are purportedly written by entertainment personalities; a few may be written by specialists in the field in which advice is given.

The problems of teenage divorce were not discussed in the magazines analysed in the major part of this study. This was an interesting new area of concern in the teen publications. The article dealing with it was rather lengthy and made use of several case situations. Emphasis was placed on the tragedies that result from teenage divorces.

Conclusions and General Assessment of Advice in the Teen Magazines

What conclusions might be drawn from the content analyses of the advice materials in the teen magazines and the related investigations?

Conclusions

1. The teen magazines appear to mirror to a rather remarkable degree the recognized problems of teenagers as they have been ascertained through at least one extensive study of teen problems.

2. Problems related to growing up emotionally, personal appearance, getting along with parents, boy-girl relationships, and improving personality predominate in the content of the advice materials in the teen magazines.

3. Problems dealt with are highly personal in nature. With few exceptions, broader social concerns are ignored.

4. For the most part, advice is in terms of socially-approved norms. Support is given the girl who wants to conform to these standards. Some of the advice appears to be "middle-of-the-road" in nature--a kind of compromise between what parents and teachers might like to see and what the teenager wants to do--with some edge given the "parental point of view."

5. Most of the advice is directed toward the teenage girl, who may be more concerned than the teenage boy with the problems of personal and social relationships treated in the magazines.

6. Advice materials are rather heavily concentrated in a few magazines--notably, *Datebook*, *Ingenue*, *Seventeen*, *'Teen*, and *Teen World*. A "one-shot" magazine, *1000 Hints for Teens*, carried 22 advice articles.

7. Advice to teenagers is given in the teen magazines through articles on one or more selected problems and through the medium of the "letters to the editor" column--with questions and brief, pointed answers.

8. It is difficult to ascertain authorship of many of the advice articles. Frequently no author is given or the name may be given but no information about the person supplied. Rarely are his qualifications for giving advice stated. Some advice articles are purportedly authored by entertainment personalities. Almost without exception, these are teen idols. In a few instances, advice materials are written by known authorities in such fields as human relationships, health, etc.

9. Subtleties in the teen magazines are almost nonexistent. Meaning is not subject to various interpretations, but is clearly manifest.

A General Assessment

A net effect of the teen magazines, that is, of their very existence, and of some of the content, may be one of deepening and widening the chasm between the world of the adult and that of the "teen subculture." A title such as "Are Your Parents Jealous of You?" and the *Mother Track* column (why Mother?) in *Dig* give one pause! On the other hand, an occasional rare article, such as "The Case of the Hideous Chair"[30] in the Spring, 1964 *Datebook* aims directly at developing increased understanding of parents and their feelings as children grow up. The author, also editor of the publication, writes in a brief foreword to the article, "If the gap between you and your parents seems to be widening, read this article now."

A common criticism of the advice dispensed via the mass media is that it is necessarily impersonal and very general--whereas the problems identified may be highly personal and specific. The criticism might be made of the advice in the teen magazines. Problems are rarely dealt with in any depth. The "ifs," "buts," "Maybes," and "it depends" have little place in such writings, but are certainly an integral part of the solutions of most personal problems. Even if the writer were so inclined, he can seldom deal with these within the limitations imposed by lack of intimate knowledge of the questioner, perhaps his own lacks in terms of preparation for dealing with such problems, the techniques of dealing with questions dictated by the form in which the advice is given--not to mention the limitations of space and time.

---

[30] Unger, Arthur, "The Case of the Hideous Chair," *Datebook*, Vol. 4, No. 10, Spring, 1964, pp. 44-45+.

That there are both positive and negative aspects of the advice materials in the teen magazines is obvious. On the one hand, they may serve to help some young people who lack other resources—or who are unaware of the resources available to them. They may serve as support for some youngsters who feel a need of authority and support for certain modes of behavior and fail to find them in their own lives.

Initially, the investigator's concern about the teen magazines was sparked when her thirteen-year-old niece returned from the drugstore with a copy of a teen magazine rather than the expected ice cream cone. Examining one issue, she became concerned about the nature of the contents and their possible effects. Now, having examined over a hundred teen magazines, her areas of concern have shifted somewhat. Generally speaking, the nature of the problems and advice given does not seem a cause for alarm! As has been stated, the problems are the ones that one might expect to find discussed--in view of the research on teenagers' problems. If followed, the advice would lead to conformity with generally-accepted standards of ethical, moral, and socially-approved behavior. That broader problems of social concern are generally ignored may be a matter for concern. The quality of the writing and art work in certain of the magazines is not high. The fostering of adulation of teen idols of the entertainment world is questionable.[40] And, in some publications, what appears to be a rather direct attempt to line up with the teenager against adult society, to say, in effect, "We are your friends even if adults are against you" may be the greatest cause for concern. However, it is fairly certain that some would argue that this contributes to a feeling of identity for some youth as they struggle to gain independence.

Grace and Fred M. Hechinger in Teen-Age Tyranny decry the rule-book approach to socio-ethical problems followed in advice materials in the mass media. They state that, "Instead of admitting that surface symptoms are the result of more basic causes, society laboriously pens a manual."[41] They continue with expression of concern for the emphasis upon appearance, charm, and popularity in teen culture and the advice materials and the suggested means of achieving these:

> "A girl uses her appearance, her charm, or her 'favors' as currency to bargain for desirable dates which, in turn, are legal tender in the exchange of popularity.... The standard question in the advice books is, 'Should I let him kiss me good-night on our first date?' Most books answer in the negative, but leave leeway for exceptions. A standard caution in teen-age advice literature is that, if the boy 'gets' his kiss on the first date, he may assume that many

---

[40] Of the ten teen magazines of Spring, 1964 reviewed in this study, six carried pictures of the Beatles on the cover. Twenty-seven features about them appeared in the ten publications. This, in addition to advertisements of their records and several full-page photographs.

[41] Hechinger, Grace and Fred M., Teen-Age Tyranny, Fawcett Publications, Inc., Greenwich, Conn., 1962, p. 51.

> other boys have been just as easily compensated. In other words, the rule book advises mainly that the popularity assets should be protected against deflation. Such considerations as maturity, ethics, affection, love (or even passion and infatuation) do not enter the picture; it turns almost entirely on the rational, if not outright commercial, consideration of popularity purchase.[42]

Thus have the Hechingers stated a final area of concern shared by the investigator!

Recommendations

In order to develop increased understanding of teenagers, a knowledge of the material aspects of "teen culture" would certainly be of help and interest. The teen magazine is a part of the material world of many teenagers. Therefore, it is recommended that those who work with young people have some knowledge of the teen publications and their contents.

The investigator, speaking to a group of high school teachers on the teen magazines, discovered that most of the magazines were completely unknown to the group. One teacher said that she was sure her students never read them. A week later, the investigator received a post card with this message, "Yes, they do. I made a survey this week and was I surprised!"

Perhaps the magazines are almost unknown to some young people. Perhaps some groups have a heavy exposure. Research on the readership of these and other publications would appear to be of interest in considering what students may be open to the possible effects of the magazines.

Other questions that might suggest areas of research include:

1. How do teenagers use the advice materials in the magazines? What is their influence, if any, on teenage behavior?

2. What are the characteristics of the teenagers who use these materials? With respect such factors as age, socio-economic level, academic ability, interests, social and emotional needs?

3. What do the publishers and editors of the teen magazines view as their objectives and responsibilities with respect to the advice content of the magazines?

4. How do parents view these materials?

These are only a few of the questions that might open new avenues of inquiry in relation to the advice in the teen magazines and of the youth toward whom they are directed.

---

[42] Ibid., p. 51.

Barton, Teri, "Date-Lines," Datebook, February, 1961, p. 7.

Biography, Charles Laufer, Editor, 'Teen Magazine, November, 1961.

Brown, Charles H., "Self-Portrait: The Teen-Type Magazine," The Annals of the American Academy of Political and Social Science, Vol. 338, November, 1961.

Gesell, Arnold; Ilg, Frances L.; and Ames, Louise Bates, Youth, The Years from Ten to Sixteen, Harper and Brothers, New York, New York, 1956.

Hearn, Barbara, "Barbara's Corner," 16 Magazine, February, 1961, pp. 58-59.

Hechinger, Grace, and Fred M., Teen-Age Tyranny, Fawcett Publications, Inc., Greenwich, Conn., 1962, p. 51.

1000 Hints for Teens, Dell Publishing Co., Inc., New York, New York.

Paul, Patricia, "Problems," Dig., June, 1961, p. 58.

Remmers, H. H., and D. H. Radler, The American Teenager, Bobbs Merrill, New York, New York, 1957.

Rynerson, E. and J. Cochrane, "Teachers, Television, and Teen-Agers," Clearing House, 37:207-210, December, 1962.

Unger, Arthur, "The Case of the Hideous Chair," Datebook, Vol. 4, No. 10, Spring, 1964, pp. 44-45*.

Study of "Images
of Family"

APPENDIX

Exhibit A

Form C -- Advice Columns and Articles in the Teen Magazines

Top of form: A. Write in your (analyst's) name.
B. Write in date of filling out form.

1. Write in space: title of article or column.
2. Write in space: author, if any is given.
3. Write in parentheses the number of the magazine as given in the following list:

(1) Calling All Girls
(2) Datebook
(3) Dig
(4) Flip
(5) Ingenue
(6) Juke Box Stars
(7) Popular Teen
(8) Record Hop Stars
(9) Seventeen
(10) 16 Magazine
(11) 'Teen
(12) Teen Digest
(13) Teen Parade
(14) Teens Today
(15) Teen World
(16) Teenville
(17) Mad*
(18) Hollywood Teen-Agers
(19) Modern Teen
(20) Teen Romances
(21) Teen Screen
(22) Movie Teen
(23) Young and Beautiful
(24) Teens
(25) My Bandstand Buddies
(26) Teenews

4. Write in parentheses the date of publication.

5.-51. What problem or problems are dealt with in the article or column? Consider each of the following problems or problem areas. Mark corresponding numbers in this way: Place a 1 beside the number if the problem definitely is dealt with and advice is given for its solution. Place a 2 beside the number if the problem is only mentioned or suggested and no solution is given. Leave the space blank if the problem definitely is not dealt with.

(5) Improving physical appearance
(6) Dressing more attractively
(7) Improving personality, becoming more popular, more charming, or more interesting
(8) Meeting and appealing to members of the opposite sex
(9) Getting dates
(10) Behavior on dates
(11) Keeping members of the opposite sex interested
(12) Necking, petting, "making out" on dates
(13) Pre-marital sexual intercourse

---

*Later dropped from study as not a typical teen magazine.

(14) "Picking up" members of the opposite sex
(15) Going steady
(16) What to do if you don't have a boy friend (girl friend)
(17) Behavior (or manners) on social occasions, as parties, dances, etc.
(18) Blind dates
(19) Drinking
(20) Smoking
(21) Taking habit-forming drugs
(22) "Breaking off" with a boy friend (girl friend)
(23) Controlling emotions and growing up emotionally
(24) Getting along with parents
(25) What time to get in at night
(26) Using the family (or own) automobile
(27) Using the TV, radio set, or telephone
(28) Lying to parents or others; stealing
(29) Cheating in school
(30) Having a "crush" on an older person
(31) Day dreaming a great deal
(32) Achieving scholastically or obtaining a scholarship
(33) Deciding on an occupation
(34) Having difficulties with teachers or school administrators
(35) Finding a hobby or other recreational interest
(36) Getting a bad reputation and getting rid of a bad reputation
(37) Knowing where to go for help with personal and vocational problems
(38) Military service
(39) Feeling ashamed of home or family
(40) Becoming engaged
(41) Getting married
(42) Finding privacy
(43) Gaining more freedom
(44) Punishment by parents, teachers, or other adults
(45) Dating and religion
(46) Quarreling with peers; quarreling with boy (girl) friend
(47) Health
(48) Religion
(49) Improving status and self
(50) Observing safety rules
(51) Other; explain
(52) Behavior on job
(53) Ways to earn money
(54) Information on schools, careers, and jobs
(55) Problems caused by position in family
(56) How to improve study habits
(57) Living alone in a large city
(58) Understanding physical changes of puberty
(59) Inter-faith dating

NOTE: On the back of the answer sheet, place the no. or nos. of the problem(s) dealt with (with advice given--those marked 1.) Briefly state the advice given and indicate with the letters G, B, or O whether the advice is directed primarily toward Girls (1), Boys (2), or Both (3).